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Our Ref: MR/LB/JCG23017

E-mail: [REDACTED]
Date: 30th November 2017

London Borough of Camden
5 St Pancras Square
London
N1C 4AD

Dear Sir/Madam,

Unit 3, 10 BLOOMSBURY WAY LONDON, WC1A 2SL
4 x PLANNING APPLICATIONS

On behalf of our client, Tesco Stores Ltd, please find enclosed: two planning applications; one advertisement application; and one application to discharge a condition at the above site.

Site Context

Tesco Express propose to occupy Unit 3, 10 Bloomsbury Way, WC1A 2SL. Unit 3 is located within a nine storey office building on a triangular site bounded by New Oxford Street, Bury Place and Bloomsbury Way. The nine storey office building has been recently refurbished, including the introduction of three flexible retail or restaurant units (Class A1/A3) and one retail unit (Class A1) at ground floor level. Tesco will occupy one of the flexible retail or restaurant units (Class A1/A3) at ground floor level, which fronts Bury Place and New Oxford Street.

The area has a mixed character in terms of uses, including hotel, healthcare, office and retail. It is located within the designated Central London Area.

The application site is located within the Bloomsbury Conservation Area. It is not a listed building, however it was highlighted as making a positive contribution to the character and appearance of the area in the conservation area appraisal. The site is also within an archaeological priority area.

Planning History

Planning permission was granted on the 31st January 2013 under 2012/1400/P for the erection of single storey glazed extension with associated roof terraces and new rooftop plant to provide additional office space (Class B1) at 9th floor level (following removal of existing 9th floor rooftop plant), change of use from offices to three flexible retail or restaurant units (Class A1/A3) at part ground floor level, reconfiguration of front entrance to corner of Bloomsbury Way and New Oxford Street, replacement of ground and first floor façade with double storey glazed frontages to all elevations and associated alterations for refurbishment of existing offices (Class B1).

There are subsequent applications to vary the permission and discharge conditions. 2014/2783/P granted the following amendments on the 3rd December 2014: to change use of part ground floor office (Class B1) to retail (Class A1); enlarged roof terrace at 9th floor level; provision of acoustic screen at roof level; and associated external and internal alterations (part retrospective).



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A member of the RPS Group Plc

Proposed Works

Associated with the proposed Express store use, planning permission is required for:

- i. Installation of Shopfront (new wider door on south east elevation);
- ii. Advertisement Consent for building signage;
- iii. Details of plant to discharge condition 8 part b related to 2014/2783/P approved on 3rd December 2014; and
- iv. Installation of external louvres on south elevation.

Planning Policy Context

The main planning policy document for the London Borough of Camden is the Local Plan adopted on the 3rd July 2017. In addition, the National Planning Policy Framework (The Framework) and relevant supplementary planning documents are material planning considerations.

Planning Benefits (double check policy correct)

The National Planning Policy Framework (NPPF) states a 'golden thread' running through plan-making and decision-taking of a presumption in favour of sustainable development. Paragraph 17 of the NPPF details 'core planning principles' including that planning should:

- *Not simply be about scrutiny, but instead be a creative exercise in finding ways to enhance and improve the places in which people live; and*
- *Proactively drive and support sustainable economic development to deliver the homes, business and industrial units and thriving local places that the country needs.*

Mindful of other relevant planning policies and material considerations the works will bring forward the following planning benefits:

1. The 'shopfront' alterations represent a minor change from the existing plans for the door approved under 2014/2783/P on the 3rd December 2014. The door will be widened slightly to ensure that the access is appropriate for the retail store, and enable Tesco to operate from the Unit. The design will mirror the design of the existing approved door. The alterations will therefore be sensitive to the immediate street scene and wider setting, and represent a high standard of design which will conserve the character of the conservation area in line with Policy D2 'Heritage' Plan and Policy D3 'Shopfronts' of Camden's Local Plan.
2. Signage is proposed at a level typical of a shopfront i.e. surrounding the entrance on each elevation. Projecting hanging signs are also proposed at an appropriate scale. The signs will be internally illuminated. The use of signage and internal illumination has been kept to a minimum whilst effectively advertising the premises from all view-points. The location and quantum of signage proposed will not detrimentally affect the overall aesthetic of the property in terms of excessive additions. This proposal therefore conforms with Policy D3 'Shopfronts' of Camden's Local Plan.
3. The plant has been sensitively located, to minimise the noise disturbance to surrounding properties. This is in accordance with Policy A4 'Noise and Vibration'. Further information is detailed in the supporting noise report.

4. The louvres have been sensibly designed and are respectful of the existing building. This is in compliance with Policy D1 'Design' of Camden's Local Plan which seeks to secure high quality of design in development. This proposal also works in accordance with Policy D2 'Heritage' of Camden's Local Plan which highlights the importance of preserving the area's heritage settings.

Content of Planning Applications

Planning Application I – Installation of Shopfront:

- The relevant application form fully completed;
- Application Fee: £195;
- the relevant Certificate completed;
- Design and Access Statement;
- Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings:
 - F9D16.041 A L520
 - F9D16.041 A L520

Planning Application II - Advertisement Consent for building signage:

- The relevant application form fully completed;
- Application Fee: £110.00;
- Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings:
 - F9D16.041 A L510
 - F9D16.041 A L515.

Planning Application III - Details of plant to discharge condition 8b:

- The relevant application form fully completed;
- Application Fee: £97;
- Noise Impact Assessment Report;
- Design and Access Statement;
- Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings:
 - F9D16.041 A L500
 - F9D16.041 A L505

Planning Application IV - Installation of louvres:

- The relevant application form fully completed;
- Application Fee: £385;
- Design and Access Statement;
- Heritage Statement;
- Site Location and Block Plan; and
- Relevant Drawings:
 - F9D16.041 A L500
 - F9D16.041 A L505



The submitted documents demonstrate the works are considered appropriate as they comply with national and local planning policy and will enhance the appearance of the existing building by introducing low impact subtle alterations.

I trust that you have all the information you require to register the applications. If, in the interim, you have any queries please do not hesitate to contact either Louise Braine or myself at this office. I look forward to your formal acknowledgement of the application.

Yours faithfully,

A black rectangular redaction box covering the signature of Matthew Roe.

MATTHEW ROE
Director